



COUNTY OF LOS ANGELES
DEPARTMENT OF PARKS AND RECREATION



October 26, 2004

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

**APPROVAL OF MAXIMUM AND MINIMUM
2005 TICKET AND PARKING PRICE SCHEDULE FOR
THE HOLLYWOOD BOWL
(THIRD DISTRICT – 3 - VOTE MATTER)**

IT IS RECOMMENDED THAT YOUR BOARD AFTER THE PUBLIC HEARING:

1. Find that this action is exempt from the California Environmental Quality Act (CEQA).
2. Adopt the resolution approving the minimum and maximum ticket prices proposed by the Los Angeles Philharmonic Association for the 2005 Hollywood Bowl season.
3. Approve the schedule of maximum and minimum ticket prices for the 2005 Hollywood Bowl season as outlined in Attachment A.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The Los Angeles Philharmonic Association (the Association) has submitted its proposed schedule for maximum and minimum price tickets for the 2005 Hollywood Bowl season as required by the Operating Agreement between the County and the Association.

The Association seeks to increase ticket prices to accommodate increased production, labor, marketing and artists' costs. The Association has developed a price schedule that keeps tickets reasonable and competitive with other venues in Los Angeles County.

The proposed Hollywood Bowl ticket increases are in a two-tiered structure, with one price for weekday concerts including Tuesday, Wednesday and Thursday and another price for weekend concerts including Friday, Saturday, and Sunday Sunset performances. Sunday World music is priced the same as weekday prices except for sections V and X, which are in line with weekend concerts. Box seat ticket prices reflect unique benefits at the Hollywood Bowl and have no other comparable outdoor venues for the events and services provided. However, more than half of the tickets (9,175) on any night at the Hollywood Bowl are priced at \$21 or less. Further, the Association maintains the Hollywood Bowl tradition of \$1.00 tickets for Tuesday, Wednesday, and Thursday performances, with \$4.00 tickets for weekend events.

The Association has submitted the following 2005 season fee increases for your approval:

Box Seating

Pool Circle

A \$5 increase, from \$110 to \$115, per seat, is proposed for Tuesday and Thursday performances, Wednesday Jazz, and Sunday World Music performances; an increase of \$10, from \$130 to \$140, per seat, is proposed for Friday, Saturday, and Sunday Sunset performances.

Garden Boxes

A \$3 increase, from \$89 to \$92, per seat, is proposed for Tuesday and Thursday performances; an increase of \$4 is proposed for Wednesday Jazz and Sunday World Music performances, from \$88 to \$92, per seat, and for Friday, Saturday and Sunday Sunset performances, from \$106 to \$110 per seat.

Terrace Boxes

A \$2 increase, from \$78 to \$80, per seat, is proposed for Tuesday and Thursday performances; an increase of \$4 is proposed for Wednesday Jazz and Sunday World Music performances, from \$76 to \$80, per seat, and for Friday, Saturday and Sunday Sunset performances, from \$93 to \$97, per seat.

Side Boxes

All Side boxes are priced the same as Terrace boxes and will increase by the same amounts.

Ramp Seating

A \$3 increase, from \$47 to \$50, per seat, is proposed for Tuesday and Thursday performances; an increase of \$2.50 is proposed for Wednesday Jazz, Sunday World Music, and Friday, Saturday and Sunday Sunset performances, from \$47.50 to \$50, per seat.

Bench Seating

Bench seating proposed increases (with the exception of Special Events) will range from \$0.50 to \$3, per seat, depending on location and performance, with the maximum ticket price being \$37.

Superseats

Proposed increases for Superseats will range from \$1.50 to \$2, per seat, depending on performance, with the maximum ticket price being \$47.

Accessible Seating

Hollywood Bowl accessible seating addresses the Americans with Disabilities Act requirements with a range of seating locations and tickets priced from the traditional \$1 seats to \$110, for the extremely popular, accessible box sections. Forty percent of the accessible seats are \$21 or less.

Special Event Tickets

The Association would like to continue the special pricing for non-subscription events presented by the Los Angeles Philharmonic Association. The Association seeks to attract artists previously unavailable to the Hollywood Bowl because of high appearance fees for these special events. The Association proposes \$5-\$15 increases for Special Event tickets with prices ranging from \$20-\$140 depending on location.

Parking

A \$5 increase from \$25 to \$30 is proposed on maximum parking per vehicle. Parking for buses and limousines are double the prices of standard sized vehicles.

The Department of Parks and Recreation has reviewed the Association's proposed schedule for 2005, and the Association's market survey and analysis submitted to

support the new price schedule. The Department finds that the proposed pricing schedule is appropriate and maintains the high standards expected at the Hollywood Bowl, while making all programs affordable to the public.

Implementation of Strategic Plan Goals

Approval of this action will enhance our Service Excellence (Goal #1) by providing the funding to increase the quality level of programming at the Hollywood Bowl.

FISCAL IMPACT/FINANCING

There is no fiscal impact on the County General Fund.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The operating Agreement between the County and the Association requires that your Board approve changes to prices charged for tickets at the Hollywood Bowl. Your Board last approved changes to the ticket prices on October 28, 2003.

In accordance with Section 50402 of the Government Code, these changes may be approved by a resolution of your Board.

The complete proposed pricing schedule is outlined in Attachment A.

Public Hearing Notice

Public hearing notice requirements of Government Code Section 6062(a) have been satisfied and public hearing requirements of Government Code Section 66018, for fee increases, will be satisfied by this action.

County Counsel has approved the attached resolution as to form.

ENVIRONMENTAL IMPACT STATEMENT/NEGATIVE DECLARATION

The proposed increases are for the purpose of: (1) meeting operating expenses, including employee wage rates and fringe benefits, or (2) purchasing and leasing supplies, equipment or materials, or (3) meeting financial reserve needs and requirements and, therefore, the proposed actions are exempt from the CEQA pursuant to Section 21080(b)(8)(A)(B)(C) of the Public Resources Code.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

The increases are not anticipated to have a significant impact on services at the Hollywood Bowl.

CONCLUSION

It is requested that three (3) conformed copies of this action be returned to the Department of Parks and Recreation for distribution.

Respectfully yours,



Russ Guiney
Interim Director

RG:TF:tf

Attachments

c: David E. Janssen, Chief Administrative Officer
Violet Varona-Lukens, Executive Officer, Board of Supervisors
Raymond G. Fortner, Jr., Chief Deputy County Counsel

**RESOLUTION TO INCREASE VARIOUS FEES
AT THE HOLLYWOOD BOWL**

WHEREAS, the Lease Agreement Number 74998 between the County and the Los Angeles Philharmonic Association executed on June 22, 2004, requires the Association to submit its proposed maximum and minimum schedule of ticket prices to the Board for approval; and

WHEREAS, it is in the County's interest to maintain the high standards expected by the public at the Hollywood Bowl; and

WHEREAS, the Association has submitted their proposed schedule in accordance with the Agreement; and

WHEREAS, the County has reviewed a market survey and analysis of the proposed schedule and finds the pricing schedule is appropriate; and

WHEREAS, these costs do not exceed the cost of the services provided by the County; and

WHEREAS, these increases will help offset operating costs; and

WHEREAS, the additional funding is in the public interest and welfare; and

WHEREAS, pursuant to Government Code Section 50402, the County has the authority to charge for use of park and recreational facilities as may be provided by resolution of the governing body; and

WHEREAS, the County has conducted a noticed public hearing on the fee increases; and

NOW THEREFORE BE IT RESOLVED by the Board of Supervisors of the County of Los Angeles, State of California as follows:

The Los Angeles philharmonic Association may make the adjustments to the maximum and minimum price schedule only as outlined in "Attachment A" entitled "Los Angeles Philharmonic Association Hollywood Bowl 2005 Ticket Prices"

The foregoing resolution was adopted on the _____ day of _____, 2004, by the Board of Supervisors of the County of Los Angeles and ex-officio the governing body of all other special assessment and taxing districts, agencies and authorities for which said Board so acts.

VIOLET VARONA-LUKENS, Executive Officer-Clerk
Of the Board of Supervisors of the County of Los
Angeles

By _____
Deputy

APPROVED AS TO FORM:
Office of the County Counsel

By *Alan S. Parker*
Deputy

**LOS ANGELES PHILHARMONIC ASSOCIATION
HOLLYWOOD BOWL 2005 TICKET AND PARKING PRICES**

TUESDAY AND THURSDAY

	2004 Ticket Prices	2005 Ticket Prices	Increase/ (Decrease)
Pool Circle	\$110.00	\$115.00	\$5.00
Garden Boxes	\$89.00	\$92.00	\$3.00
Terrace Boxes	\$78.00	\$80.00	\$2.00
Side Boxes	\$78.00	\$80.00	\$2.00
Ramps	\$47.00	\$50.00	\$3.00
D,E,G,J	\$32.00	\$34.00	\$2.00
Superseats	\$40.00	\$42.00	\$2.00
F & K	\$28.00	\$30.00	\$2.00
M & N	\$20.00	\$21.00	\$1.00
L & P	\$15.00	\$16.00	\$1.00
Q - U	\$11.00	\$12.00	\$1.00
W	\$5.00	\$6.00	\$1.00
V & X	\$1.00	\$1.00	\$0.00

WEDNESDAY JAZZ

	2004 Ticket Prices	2005 Ticket Prices	Increase/ (Decrease)
	\$110.00	\$115.00	\$5.00
	\$88.00	\$92.00	\$4.00
	\$76.00	\$80.00	\$4.00
	\$76.00	\$80.00	\$4.00
	\$47.50	\$50.00	\$2.50
	\$32.50	\$34.00	\$1.50
	\$40.50	\$42.00	\$1.50
	\$28.50	\$30.00	\$1.50
	\$20.00	\$21.00	\$1.00
	\$15.50	\$16.00	\$0.50
	\$11.50	\$12.00	\$0.50
	\$5.00	\$6.00	\$1.00
	\$1.00	\$1.00	\$0.00

FRI/SAT/SUN SUNSET PERF.

	2004 Ticket Prices	2005 Ticket Prices	Increase/ (Decrease)
Pool Circle	\$130.00	\$140.00	\$10.00
Garden Boxes	\$106.00	\$110.00	\$4.00
Terrace Boxes	\$93.00	\$97.00	\$4.00
Side Boxes	\$93.00	\$97.00	\$4.00
Ramps	\$47.50	\$50.00	\$2.50
D,E,G,J	\$35.50	\$37.00	\$1.50
Superseats	\$45.50	\$47.00	\$1.50
F & K	\$31.50	\$33.00	\$1.50
M & N	\$20.00	\$21.00	\$1.00
L & P	\$18.50	\$20.00	\$1.50
Q - U	\$12.50	\$14.00	\$1.50
W	\$6.00	\$7.00	\$1.00
V & X	\$3.00	\$4.00	\$1.00

SUNDAY WORLD MUSIC

	2004 Ticket Prices	2005 Ticket Prices	Increase/ (Decrease)
	\$110.00	\$115.00	\$5.00
	\$88.00	\$92.00	\$4.00
	\$76.00	\$80.00	\$4.00
	\$76.00	\$80.00	\$4.00
	\$47.50	\$50.00	\$2.50
	\$32.50	\$34.00	\$1.50
	\$40.50	\$42.00	\$1.50
	\$28.50	\$30.00	\$1.50
	\$20.00	\$21.00	\$1.00
	\$15.50	\$16.00	\$0.50
	\$11.50	\$12.00	\$0.50
	\$5.00	\$6.00	\$1.00
	\$1.00	\$4.00	\$3.00

SPECIAL EVENTS

	2004 Ticket Prices	2005 Ticket Prices	Increase/ (Decrease)
Pool Circle	\$125.00	\$140.00	\$15.00
Garden Boxes	\$110.00	\$120.00	\$10.00
Terrace Boxes	\$95.00	\$105.00	\$10.00
Side Boxes	\$95.00	\$105.00	\$10.00
Ramps	\$45.00	\$50.00	\$5.00
D,E,G,J	\$60.00	\$65.00	\$5.00
Superseats	\$85.00	\$90.00	\$5.00
F & K	\$55.00	\$60.00	\$5.00
M & N	\$55.00	\$60.00	\$5.00
L & P	\$47.00	\$52.00	\$5.00
Q - U	\$40.00	\$45.00	\$5.00
W	\$25.00	\$30.00	\$5.00
V & X	\$20.00	\$20.00	\$0.00

**LOS ANGELES PHILHARMONIC ASSOCIATION
HOLLYWOOD BOWL 2005 TICKET AND PARKING PRICES**

	2004		2005	
	Maximum	Minimum	Maximum	Minimum
Non-Subscription Concerts	\$130.00	\$1.00	\$140.00	\$1.00
Children 12 and under, half price for family oriented concerts such as July 4.				
Special Events	\$125.00	\$20.00	\$140.00	\$20.00
Regular Concerts June through September				
Tuesday/Thursday Classical	\$110.00	\$1.00	\$115.00	\$1.00
Wednesday Jazz	\$110.00	\$1.00	\$115.00	\$1.00
Fridays/Saturdays	\$130.00	\$3.00	\$140.00	\$4.00
Sunday (Sunset Performances)	\$130.00	\$3.00	\$140.00	\$4.00
Sunday (World Music)	\$110.00	\$1.00	\$115.00	\$4.00
Accessible Seating	\$106.00	\$1.00	\$110.00	\$1.00
Hollywood Bowl Gala Benefit	\$110.00	\$5.00	\$115.00	\$6.00
Summer Sounds	\$5.00	\$3.00	\$5.00	\$3.00
Parking (Standard sized vehicle) Includes 10% city parking tax	\$25.00	\$4.00	\$30.00	\$4.00
Buses and limousines are double				

**NOTICE OF PUBLIC HEARING
PROPOSED INCREASES IN VARIOUS FEES
AT THE HOLLYWOOD BOWL**

Notice is hereby given that a public hearing will be held by the Board of Supervisors of the County of Los Angeles in the matter of increasing various fees at the Hollywood Bowl. Said hearing will be held on October 26, 2004, in the Hearing Room of the Board of Supervisors, Room 383, Kenneth Hahn Hall of Administration, 500 West Temple Street (corner of Temple and Grand Avenue), Los Angeles, California 90012. Further notice is given that the Board of Supervisors may continue this hearing from time to time.

The Board of Supervisors will consider and may approve the following proposed fee changes:

Box Seating

Pool Circle

A \$5 increase, from \$110 to \$115, per seat, is proposed for Tuesday and Thursday performances, Wednesday Jazz, and Sunday World Music performances; an increase of \$10, from \$130 to \$140, per seat, is proposed for Friday, Saturday, and Sunday Sunset performances.

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Superseats

Proposed increases for Superseats will range from \$1.50 to \$2, per seat, depending on performance with the maximum ticket price being \$47.

Special Event Tickets

Proposed increases for Special Event tickets will range from \$5-\$15 with prices ranging from \$20-\$140 depending on location.

Parking

A \$5 increase from \$25 to \$30 is proposed on maximum parking per vehicle. Parking for buses and limousines are double the prices of standard sized vehicles.

Written comments may be sent to the Executive Office of the Board of Supervisors at the above address. For further information, please call (213) 738-2961.

Para su informacion en español, favor de llamar el telefono siguiente (213) 738-2952.

VIOLET VARONA-LUKENS

Executive Officer